

Meeting Date: 12/2/08

# AGENDA REPORT

City of Santa Clara, California

Agenda Item # 6C-1



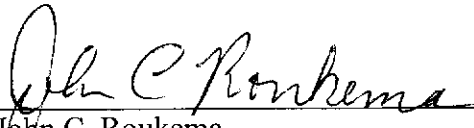
**Date:** November 25, 2008  
**To:** City Manager for Council Information  
**From:** John C. Roukema, Director of Electric Utility  
**Subject:** Trademark Application for Two Names Associated with Silicon Valley Power's Advance Metering Infrastructure (AMI) Initiative.

Under a Council-approved CIP budget (Program #2111) and associated five-year plan, the Electric Utility, Silicon Valley Power (SVP) is moving forward toward vendor and technology selection of an advancement metering system and associated communication infrastructure. The AMI project—known in the energy industry by various names such as a “Smart Metering” or “Intelligent Grid”—is a significant project for the utility, having far reaching implications and impacts to both our internal business processes and to services we seek to offer our customers.


Clear and proactive communication to all stakeholders during an initiative of this visibility and impact is very important and, as such, the team has selected the program name “SVP Meter Connect” to use when referring to the project, both internally and with customers. “SVP Meter Connect” is descriptive, intuitive and less presumptive than terms currently used in the industry.

Looking forward several years, it is clear that the communication infrastructure put in place under this initiative will have the potential to communicate with more than just electric meters. Other field devices could include distribution system monitors and controls, security cameras, portable handheld field tools and even controllable devices within our customer's homes and buildings. With that in mind, the name “SVP Connect” encompasses this eventual program evolution and we seek to secure the name as well. This evolution to connecting with devices beyond the meter is evident in other utilities world wide.

SVP is currently working with the City Attorney's office to secure by trademark the two names selected for our exclusive use in the industry. We will begin to use both names in public communication immediately to secure the trademark, but focus mainly on “SVP Meter Connect” as the utility begins to communicate progress and benefits of the current AMI project and program to customers.

  
John C. Roukema  
Director of Electric Utility

APPROVED:

  
Jennifer Sparacino  
City Manager

*Documents related to this report: None*